



ORDER

Flight Dates **10/23/12-10/23/12**

Contract / Revision **315447 /** **LCV**

Original Date / Revision
10/22/12 10/22/12

Advertiser **League of Conservation Vot**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

LCV

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2190**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 26750

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	5350
KPNX	20%	5350
KPPX	%	0
KSAZ	20%	5350
KTVK	20%	5350
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	5	\$4,547.50	\$5,350.00	0.00
Totals	5	\$4,547.50	\$5,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	5	\$4,547.50	\$5,350.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/23/12	10/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-T-----	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1		\$1,000.00		0.00			
N 2	KNXV	10/23/12	10/23/12	M-F 430-5am M-F 430am News	CM	430-5am	-T-----	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----			1		\$50.00		0.00			
N 3	KNXV	10/23/12	10/23/12		CM	6pm-630pm	-T-----	:30	1	\$2,200.00	FX	0.00 NM	1	\$2,200.00



KNXV

Print Date: 10/22/12

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**KNXV-TV
PHOENIX**Contract / Revision **315447** Flight Dates **10/23/12-10/23/12**Hiatus DatesOriginal Date / Revision 10/22/12/ 10/22/12Order Sep 00:20:00Advertiser **League of Conservation Vo** Product **LCV**Estimate # **2190**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6pm-630pm											
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$2,200.00		0.00			
N 4	KNXV	10/23/12	10/23/12	M-F 1206am-110am	CM	1206am-106am	-T-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Katie - Repeat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$100.00		0.00			
N 5	KNXV	10/23/12	10/23/12	M-F 630pm-7pm	CM	630pm-7pm	-T-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$2,000.00		0.00			
													Totals	5	\$5,350.00